



M. J. McHugh
RBM #1200
N. Y. Metro Region
(732) 225-4774

July 28, 1998

To: Ron Grout

Subject: Salem Display Information

Dear Ron:

Below is the information you requested regarding Salem displays in our marketplace.

<u>State</u>	<u>Total Retail Calls</u>	<u>Total Retail Calls in N. Y. Metro Region</u>	<u>% of total State calls in N. Y. Metro</u>
CT	4287	1042	24.3%
NJ	10784	4696	43.5%
NY	24375	15159	62.2%

1. # Pack Partners stores with 1 FPD by State.

<u>State</u>	<u># Stores w/1 FPD</u>	<u>1 FPD w/ Salem on Display</u>	<u>% Stores 1 FPD w/Salem on Display</u>
CT	126	38	30%
NJ	277	111	40%
NY	830	681	82%

2. # Pack Partners stores with 2 FPD by State.

<u>State</u>	<u># Stores w/2 FPD</u>	<u>2 FPD w/ Salem on Display</u>	<u>% Stores 2 FPD w/Salem on Display</u>
CT	233	163	70%
NJ	904	768	85%
NY	2667	2667	100%

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3. # stores with Partners merchandising contracts can place a semi-permanent footprint to be maintained for an extended period of time.

<u>State</u>	<u># Stores w/ Partners Contract that will place semi-perm disp</u>	<u>% Partners stores w/ semi- permanent display</u>
CT	100	37%
NJ	360	30%
NY	1050	29%

4. # stores without partners contracts can place a temporary (cardboard) display.

<u>State</u>	<u>Stores w/out contracts where a temp. display can be placed</u>	<u>% stores w/out contracts where a temp. disp can be placed</u>
CT	260	34%
NJ	1200	34%
NY	3540	31%

If you need any further information, please let me know.

Sincerely,

Mike

cc: M. A. Young

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